

Serial No.: 10/664,036

IN THE CLAIMS:

1.-6. (Cancelled)

7. (Currently Amended) A pattern display apparatus according to claim ~~6~~, 9, wherein

the stationary display device is for point of purchase advertisement.

8. (Cancelled)

9. (Currently Amended) A pattern display apparatus ~~according to claim 8, wherein the laminated structure comprises~~comprising:

a stationary display member; and

a flexible organic electroluminescent (EL) device located on an outer surface of the stationary display member, the flexible organic EL device for displaying at least one of a first character, a first figure, a first mark and a first pattern comprising at least one of a second character, a second figure and a second mark, wherein:

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the flexible organic EL device comprises a laminated structure comprising layers ordered in the sequence of a flexible base layer, a first electrode layer, an EL layer, an insulating layer, a second electrode layer and a flexible sealing layer,

~~an insulating layer of a predetermined pattern located between the first electrode layer and the second electrode layer, and~~

the insulating layer has a pattern, whose shape is completely negative (opposite) to the shape of the at least one of a first character, a first figure, a first mark and a first pattern comprising at least one of a second character, a second figure and a second mark.